

Oct. 24th - 30th

## Sales Order

Date: 10/21/16

Est. 2826

Station: WRMD-TV

Agency: SCREEN STRATEGIES MEDIA

Contract Name: F4PM 1468502 est2826

Address: 11150 Fairfax Boulevard,

Contract#: 1428035996

Suite 505

Start Date: 10/24/16 End Date: 10/30/16

City: Fairfax State: VA Zip: 22030

Revenue Type: POLITICAL SALES

Buyer:

NATIONAL

Type: Cash

Tax Schedule: (None)

Advertiser: FRIENDS/PATK MURPHY

Agency Commission %: 15

Address:

Billing Cycle: Standard

City: State: Zip:

Salesperson: 5323nnat Comm %: 0

Product Name: PATRICK MURPHY 2826

Makegood Policy: Within Contract Dates

Competitive Code: POLITICAL

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	10/24/16	10/28/16		6:00 AM	7:00 AM	30	1	1	1	1	1			5	D	45.00	5	225.00	1	
2	10/25/16	10/28/16		7:00 AM	10:00 AM	30		1			1			2	D	45.00	2	90.00	1	
	Tu, F																			
	10/24/16	10/26/16		10:00 AM	10:30 AM	30	1		1				2	D	45.00	2	90.00	1		
	M, W																			
	10/24/16	10/27/16		2:00 PM	3:00 PM	30	1		1	1			3	D	45.00	3	135.00	1		
	M, W-Th																			
	10/24/16	10/28/16		3:00 PM	4:00 PM	30	1		1		1		3	D	130.00	3	390.00	1		
	M, W, F																			
	10/25/16	10/27/16		5:00 PM	6:00 PM	30		1		1			2	D	130.00	2	260.00	1		
	Tu, Th																			
	10/24/16	10/28/16		6:00 PM	6:30 PM	30	1				1		2	D	150.00	2	300.00	1		
	M, F																			
	10/24/16	10/28/16		6:30 PM	7:00 PM	30	1	1	1	1	1		5	D	150.00	5	750.00	1		
9	10/26/16	10/27/16		7:00 PM	8:00 PM	30			1	1			2	D	500.00	2	1,000.00	1		
	W - Th																			
	10/29/16	10/29/16		6:00 PM	7:00 PM	30						1		1	D	55.00	1	55.00	1	
11	10/24/16	10/24/16		9:00 PM	10:00 PM	30	1						1	D	400.00	1	400.00	1		
	M																			
	10/25/16	10/25/16		8:00 PM	9:00 PM	30		1					1	D	400.00	1	400.00	1		
	Tu																			
	10/25/16	10/25/16		10:00 PM	11:00 PM	30		1					1	D	400.00	1	400.00	1		
	Tu																			
	10/27/16	10/27/16		9:00 PM	10:00 PM	30				1			1	D	400.00	1	400.00	1		
	Th																			
	10/28/16	10/28/16		10:00 PM	11:00 PM	30					1		1	D	400.00	1	400.00	1		
	F																			
	10/30/16	10/30/16		8:00 PM	10:00 PM	30							1	1	D	200.00	1	200.00	1	
	Su																			
	10/24/16	10/28/16		11:00 PM	11:30 PM	30	1		1	1	1		4	D	125.00	4	500.00	1		
	M, W-F																			
	10/24/16	10/28/16		11:30 PM	12:00 AM	30	1	1	1	1	1		5	D	100.00	5	500.00	1		
19	10/25/16	10/28/16		12:00 AM	12:30 AM	30		1	1	1	1		4	D	45.00	4	180.00	1		

## Billing Projections: By Month

	Oct 16
CA	6,675.00
ST	6,675.00

☒ Print Spot Prices

EST 2826

TOTAL SPOTS ..... 46

GROSS TOTAL \$ ..... 6,675.00

ADJUSTED SPOTS ..... 46

ADJUSTED TOTAL \$ ..... 6,675.00

APPROVE    DECLINE

☐☐

General Manager

☐☐

Regional Traffic Manager

☐☐

National Sales Manager

☐☐

Local Sales Manager

## ORDER WORKSHEET

Rep Order# 1468502 Ver# 1 Status Confirmed

Traffic Order# 1468502

Last Received:  
Showing Buylines:

Printed: 10/21/16 4:01 PM  
10/21/16 4:01 PM  
All Lines

1 of 3

Station WRMD-TV TAMPA  
Advertiser (F4PM) FRIENDS/PATK MURPHY  
Product PATRICK MURPHY 2826  
Estimate# 2826  
Buyer CAROLINE BAHNG

Agency (SSME) SCREEN STRATEGIES MEDIA  
11150 FAIRFAX BLVD, SUITE 505  
FAIRFAX, VA 22030  
Agency C/P1/P2/E /2826  
Flight Dates 10/24/16-10/30/16

Rep Firm NBCUNIVERSAL  
Sales Office (W/A) WASHINGTON  
Salesperson (HIL) WILL HILDEBRANDT  
Sales Assistant SUE  
Salesperson Phone# 2028854861  
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	M-F	6A-7A	SUELTIA LA SOPA	30	-	-	\$45.00	10/24-10/28	5	5	\$225.00
		Buy Comment: ORDER: 1/DAY									
2	Tu, F	7A-10A	UN NUEVO DIA	30	-	-	\$45.00	10/25-10/28	2	2	\$90.00
		Buy Comment: ORDER: 1/DAY									
3	M, W	10A-1030A	DECISIONES	30	-	-	\$45.00	10/24-10/26	2	2	\$90.00
		Buy Comment: ORDER: 1/DAY									
4	M, W-TH	2P-3P	SUELTIA LA SOPA	30	-	-	\$45.00	10/24-10/27	3	3	\$135.00
		Buy Comment: ORDER: 1/DAY									
5	M, W, F	3P-4P	MEJOR CASO CERRADO	30	-	-	\$130.00	10/24-10/28	3	3	\$390.00
		Buy Comment: ORDER: 1/DAY									
6	Tu, Th	5P-6P	CASO CERRADO	30	-	-	\$130.00	10/25-10/27	2	2	\$260.00
		Buy Comment: ORDER: 1/DAY									
7	M, F	6P-630P	NEWS	30	-	-	\$150.00	10/24-10/28	2	2	\$300.00
		Buy Comment: ORDER: 1/DAY									
8	M-F	630P-7P	NEWS	30	-	-	\$150.00	10/24-10/28	5	5	\$750.00
		Buy Comment: ORDER: 1/DAY									
9	W-TH	7P-8P	CASO CERRADO ESTELAR	30	-	-	\$500.00	10/26-10/27	2	2	\$1,000.00
		Buy Comment: ORDER: 1/DAY									
10	Sa	6P-7P	AMER FUNNY VIDEOS	30	-	-	\$55.00	10/29-10/29	1	1	\$55.00
11	M	9P-10P	PRIME NOVELA	30	-	-	\$400.00	10/24-10/24	1	1	\$400.00

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Rep Firm NBCUNIVERSAL  
Sales Office (W/A) WASHINGTON  
Salesperson (HIL) WILL HILDEBRANDT  
Sales Assistant SUE  
Salesperson Phone# 2028854861  
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
12	Tu	8P-9P	PRIME NOVELA	30	-	-	\$400.00	10/25-10/25	1	1	\$400.00
13	Tu	10P-11P	PRIME NOVELA	30	-	-	\$400.00	10/25-10/25	1	1	\$400.00
14	Th	9P-10P	PRIME NOVELA	30	-	-	\$400.00	10/27-10/27	1	1	\$400.00
15	F	10P-11P	PRIME NOVELA	30	-	-	\$400.00	10/28-10/28	1	1	\$400.00
16	Su	8P-10P	SUN NIGHT PRIME	30	-	-	\$200.00	10/30-10/30	1	1	\$200.00
17	M, W-F	11P-1130P	NEWS	30	-	-	\$125.00	10/24-10/28	4	4	\$500.00
18	M-F	1130P-12A	TELENOTICIAS PUERTO RICO	30	-	-	\$100.00	10/24-10/28	5	5	\$500.00
19	Tu-F	12A-1230A	TITULARES Y MAS	30	-	-	\$45.00	10/25-10/28	4	4	\$180.00

---REPORT TOTALS---  
Report Totals: 46 / \$6,675.00

---SALES MONTHLY TOTALS---

Oct2016: 46 / \$6,675.00

Order Totals: 46 / \$6,675.00 Total GRPs: 0.0

---COMPETITIVE---

Market Totals \$6,675.00 CGAL .00% OTHB .00% WAC .00% WBL .00% WRMD .00%

---COMPETITIVE COMMENTS---

THESE ARE ADDITIONAL DOLLARS FOR W/O 10/24. WITH DIFFERENT EST NUMBER, NEW DDS ORDER # HAS BEEN GENERATED.

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Sales Office (W/A) WASHINGTON  
Salesperson (HIL) WILL HILDEBRANDT  
Sales Assistant SUE  
Salesperson Phone# 2028854861  
Salesperson Fax#

Books [OCT16]  
Demos RA35+P

--- CREDIT RISK ---  
STANDARD CREDIT TERMS



## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

WRMD-TV

**Date:** 10/21/2016

I, Screen Strategies Media,

being/on behalf of: Patrick Murphy,

a legally qualified candidate of the Democratic

political party for the office of: U.S. Senate

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Attach proposed schedule with charges (if available): \$5,673.75**

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Patrick Murphy

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Brian Foucart


This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

10/21/2016

**Date**



**Signature**

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Printed Name**

\_\_\_\_\_  
**Title**